ConocoPhillips

# Signage and Facility Branding Guidelines

UPDATED JANUARY 2021

# APPLYING BRAND VALUES TO THE WORKPLACE

The ConocoPhillips brand essence, Accountability + Performance, is at the core of everything we do. It not only guides our behaviors and actions, but also serves as the lens through which all decisions about brand representation should be considered. This is equally true with the branding of the built environment.

Both employees and stakeholders interact with our work environments every day. Because of this, representing our brand consistently in all of our locations is essential. A consistently represented brand, and brand story, fosters a consistent corporate culture, empowering every employee to live our SPIRIT Values.

**These guidelines are intended for remodels and new properties, and do not imply that existing facilities and workplace environments require updating.**

# GLOSSARY OF TERMS

## BRAND ESSENCE
Accountability + Performance. It guides our behaviors and actions, and also serves as the lens through which we make all decisions about brand representation.

## BRAND ATTRIBUTES
How our stakeholders view us: Accountable; Collaborative; Expert; Purposefully Innovative; Quietly Confident; Responsible.

## WORKPLACE ENVIRONMENT
Where our employees come to work every day; this includes all of our global offices, field and exploration sites, etc.

## ENVIRONMENTAL BRANDING
The translation of our brand attributes into the workplace environment. This can be achieved through a combination of signage, color, images, graphics, patterns, etc.

## BRAND ELEMENTS
The elements that comprise a brand's distinctive look and feel in the workplace and beyond.

## BRAND MOMENT
A space or element that clearly conveys our brand values, or tells a brand story, to our employees and our stakeholders.

## ARCHITECTURAL ELEMENTS
Building elements that do not convey brand messaging, but are important in the overall look and feel of our workplace environments.

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# 01 The ConocoPhillips Brand

# The essence of the ConocoPhillips brand:

# ACCOUNTABILITY
# +
# PERFORMANCE

**WHY THIS IS IMPORTANT:**

The ConocoPhillips brand, demonstrated and expressed consistently, supports our company's goals.

# OUR BRAND EQUATION

(BRAND POSITIONING)

The ConocoPhillips brand,

**ACCOUNTABILITY (HOW WE DO IT)**

Our SPIRIT Values guide our behaviors and our actions. They unify our organization. We stake our reputation on being accountable to our stakeholders, communities and each other.

+

**PERFORMANCE (WHAT WE DO)**

At ConocoPhillips, we embrace our role in responsibly accessing, developing and producing oil and natural gas to help meet the world's energy needs. We are committed globally to high standards of performance. We keep our promises.

---

demonstrated

(BRAND VALUES)

**OUR SPIRIT VALUES**

- Safety
- People
- Integrity
- Responsibility
- Innovation
- Teamwork

+

(BRAND ATTRIBUTES)

**HOW WE REPRESENT CONOCOPHILLIPS**

- Accountable
- Collaborative
- Expert
- Purposefully Innovative
- Quietly Confident
- Responsible

---

and expressed consistently,

**BRAND VOICE**

Our content and our tone.

+

**BRAND VISUAL SYSTEM**

The elements that comprise our look and feel.

---

supports our company's goals.

=

**MISSION**

We exist to power civilization.

**VISION**

Our vision is to be the E&P company of choice for all stakeholders.

**STRATEGIC OBJECTIVES**

- Smart Growth
- Superior Returns
- SPIRIT Values

# BRAND ATTRIBUTES

By demonstrating the SPIRIT Values through our behaviors, we represent ConocoPhillips to our stakeholders and influence how they see our organization.

# VISUAL SYSTEM ELEMENTS OVERVIEW

## PRIMARY ELEMENTS

Primary elements are the foundation of the visual identity and should be used as the basis of all branded communications.

### LOGO

ConocoPhillips

### TYPOGRAPHY See pages 54-56

AaBbCc 123?!&$

**AaBbCc 123?!&$**

Myriad Pro Font Family

### COLOR PALETTE

Primary Palette

- ConocoPhillips Red
- White
- Dark Gray
- Black

Secondary Palette

- Dark Red
- Orange
- Yellow

Tertiary Palette

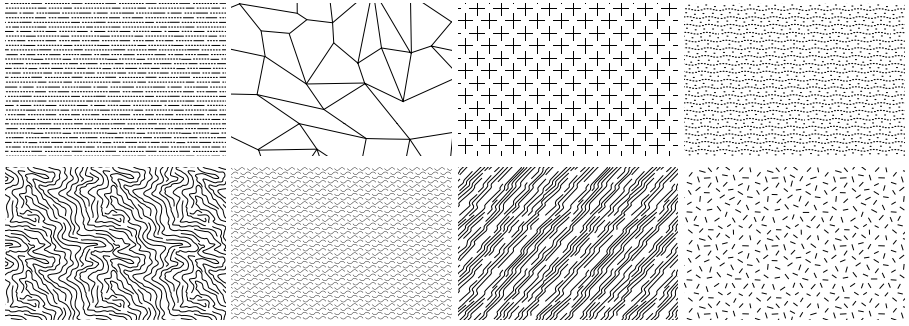
- Blue
- Green

### IMAGERY

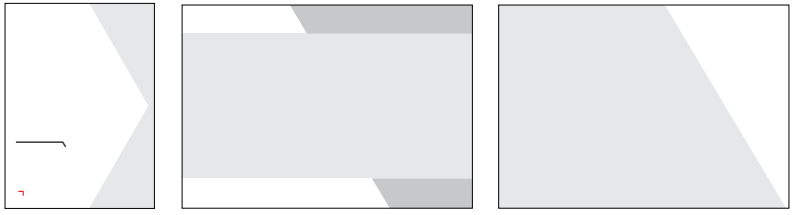
## SECONDARY ELEMENTS

Secondary elements have more-specialized roles in our palette and should be used judiciously, and only in certain instances.

### PATTERNS



### ARROWS



### ICONS, INFOGRAPHICS AND BRACKETS

# BRANDING PRINCIPLES

Our brand elements should be deployed consistently and with clear purpose. Take additional care when providing guidance on their application. Consider different levels of care when implementing primary and secondary brand elements.

### GUIDING PRINCIPLE

**Primary brand elements are only to be used for expressing our SPIRIT Values and brand attributes in a purposeful manner.**

Secondary elements can be used for more functional purposes, like wayfinding and orientation.

It is possible to overwhelm the space if both primary and secondary elements are overused. Tertiary, brand-neutral elements should be the most broadly applied. This category may be used for functional purposes (see page 33 for more).

A consistent application of all our elements, primary, secondary and tertiary, will create a consistent look and feel for all of our global locations.

**BRAND ELEMENTS**

**+**

**WORKPLACE ELEMENTS**

**+**

**GUIDELINES**

**=**

**BRANDED ENVIRONMENT**

# 03 Signage

Note: Applications are for demonstrative purposes only, and all text and images are intended to be representative placeholders.

Note: To obtain files for the logo, brand colors, font or other materials, please log on to the Brand Center at *copbrandcenter.com*.

# LOGO COMPONENTS & USE

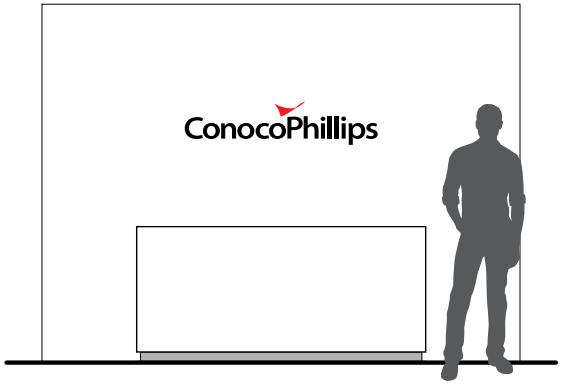
Logos should be used judiciously as they are reserved only to identify company buildings, locations and main entrances. Interior uses include: main lobbies; in conjunction with brand messaging; adjacent to brand graphics and imagery; or included in digital broadcasts.

Logos can be backlit or externally illuminated.

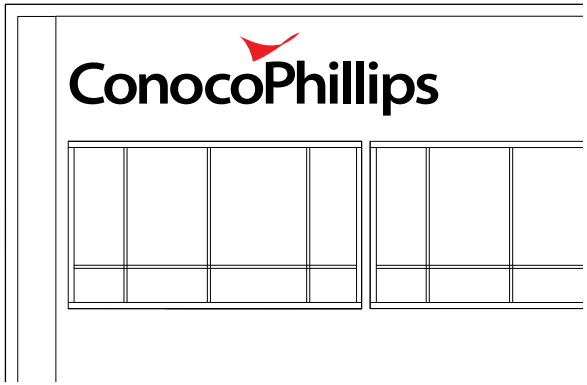
For full guidance on the logo's font, color, sizing and placement, please refer to the visual system guidelines.

Note:
To obtain files for the logo, brand colors, font or other materials, please log on to the Brand Center at *copbrandcenter.com*.

## INTERIOR BRAND WALL APPLICATION




## EXTERIOR BUILDING SIGN APPLICATION




## LOGO COMPONENTS

**Preferred:**
**Two-color positive logo on white background**

**This logo is composed of specially drawn, carefully spaced logotype.**

For this reason, our logo graphic should be treated as unique artwork.

The logo and the mark graphic should never be recreated.

## PRIMARY COLORS

| ConocoPhillips Red<br>PANTONE 485 | White<br>- | Dark Gray<br>PANTONE 431 | Black<br>- |
|---|---|---|---|

# LOGO SIZE & PLACEMENT

A reception desk, with a brand wall behind it, acts as an important welcoming element in workplace environments. To emphasize our principle of being "quietly confident," the logo must be properly proportioned on this brand wall. An oversized logo can be overwhelming and portray a message of excess, whereas a small logo may come across as weak or an afterthought.

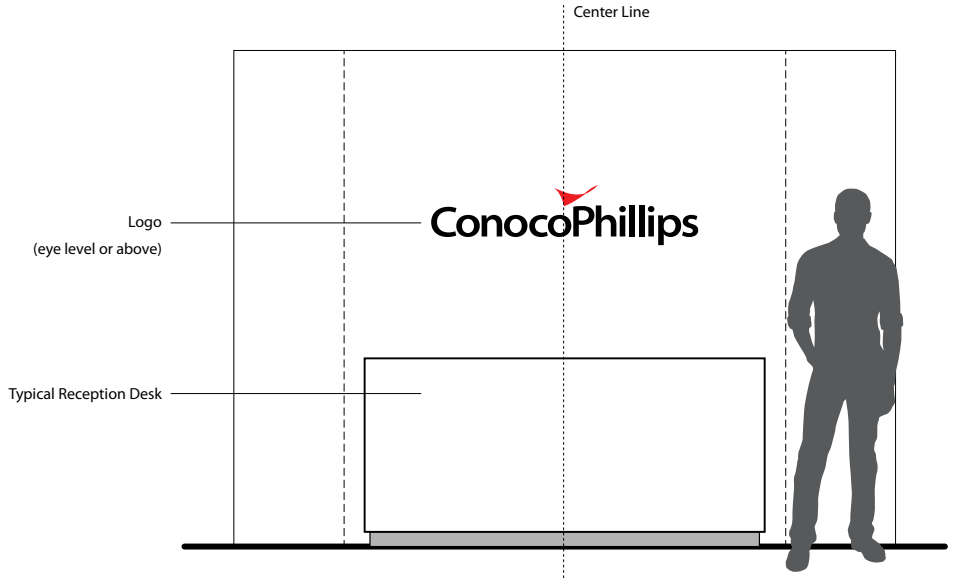
When applicable, the logo should be centered on the brand wall and reception desk. In all situations, the logo should be kept at eye level or above.

Respect and maintain a minimum clear space around the logo at all times. No architectural elements should begin or end within this clear space. Additionally, avoid transitions in the background color or material within this clear space whenever possible.

Key Note:

The relative clear space for signage applications is typically less than the space required for print applications.

## PREFERRED PLACEMENT




## MINIMUM CLEAR SPACE FOR SIGNAGE

**"X" is equal to the height of the lowercase "h" in our logo, and our minimum clear space for signage is one-quarter of the height of X.**

# LOGO SIZE & PLACEMENT

In applications with extensive horizontal or vertical clear space, alternate minimums are acceptable. These situations should be reviewed on a case-by-case basis, with visibility as the primary concern.

**Signage: Minimum height**

For signs with an abundance of horizontal space, the logo is allowed to extend closer to the clear space's vertical boundary than in standard application.

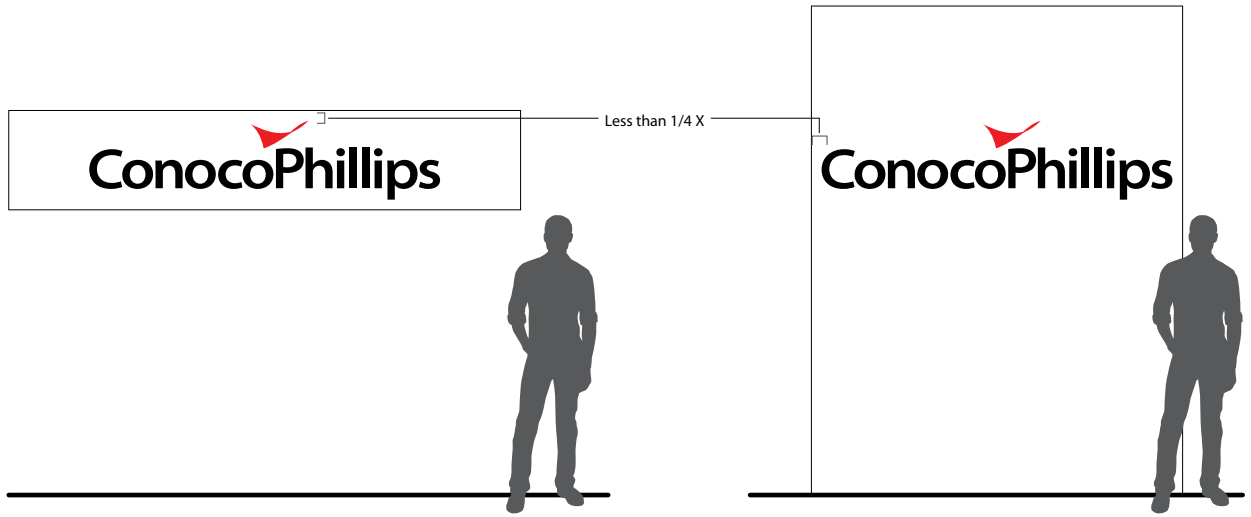
**Signage: Minimum width**

Similarly, for signs with an abundance of vertical space, the logo is allowed to extend closer to the clear space's horizontal boundaries than in standard application.

**Signage: Corner applications**

In situations where the logo is placed in the corner of a sign or building, additional clear space is required. This extra space prevents the logo from appearing to crowd the corner.

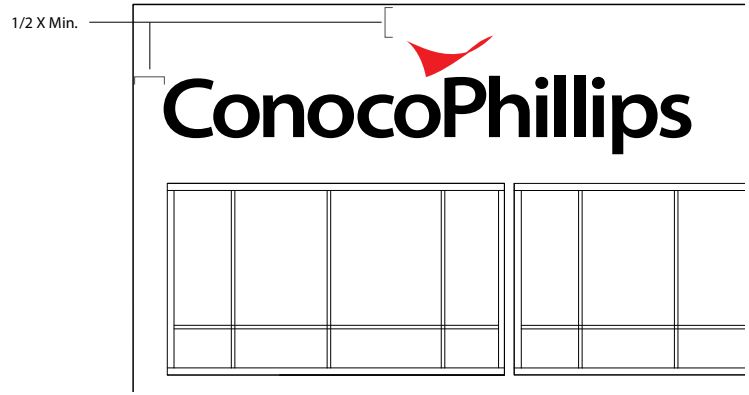
## CUSTOM SIZE ALTERNATIVES

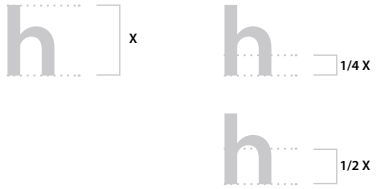



MINIMUM HEIGHT

MINIMUM WIDTH

## CORNER APPLICATION




**Note:**

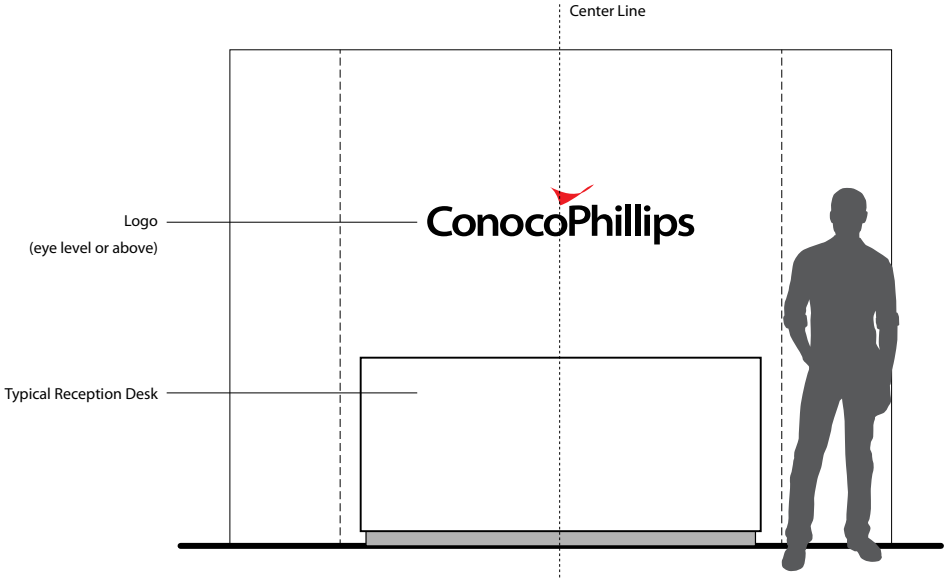
**"X" is equal to the height of the lowercase "h" in our logo, and our minimum clear space for signage is one-quarter of the height of X. However, this minimum is increased to one-half the height of X when the logo is in a corner application.**

# LOGO SIZE & PLACEMENT

**Brand Walls: Small**

For brand walls between 8-12 ft. wide, a logo with a cap height of 6 in. is preferred. The base of the logo should always be at a minimum of 5 ft. above the finished floor height.

## 0′-6″ LETTER HEIGHT ON 8′-0″ TO 12′-0″ WALL




**Note:**

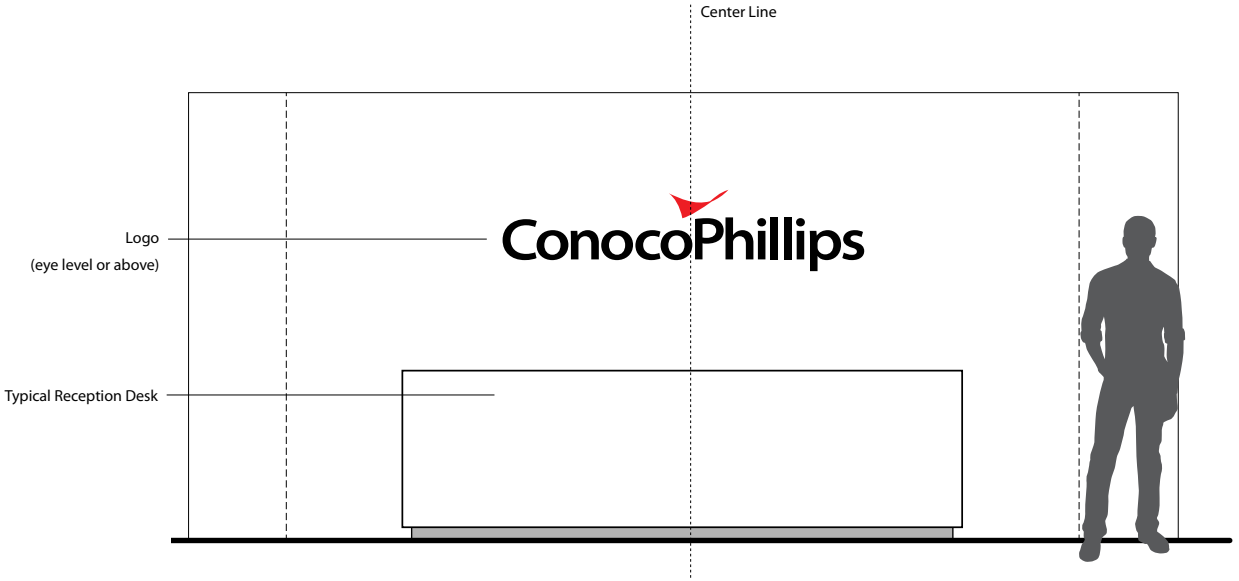
**Dimensions are for guidance only. Actual dimensions will vary.**

# LOGO SIZE & PLACEMENT

**Brand Walls: Large**

For brand walls between 16-20 ft. wide, a logo with a cap height of 9 in. is preferred. The base of the logo should always be at a minimum of 5 ft. above the finished floor height.

## 0′-9″ LETTER HEIGHT ON 16′-0″ TO 20′-0″ WALL




**Note:**

**Dimensions are for guidance only. Actual dimensions will vary.**

# LOGO SIZE & PLACEMENT

Suggested standard sizes for the logo are shown to the right. These sizes, relative to the wall behind, represent a loose guideline and do not constitute all possibilities. Approved alternative sizes exist based on the situation.

Note:
To obtain files for the logo, brand colors, font or other materials, please log on to the Brand Center at *copbrandcenter.com*.

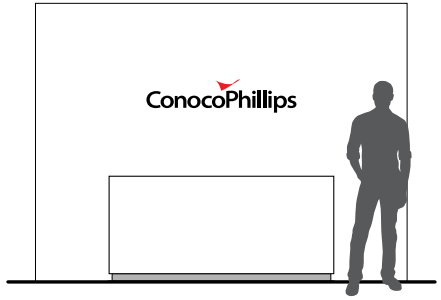
## GENERAL SIZING

Note:
**Possible logo sizes are not confined to this list. Approved alternatives are acceptable.**

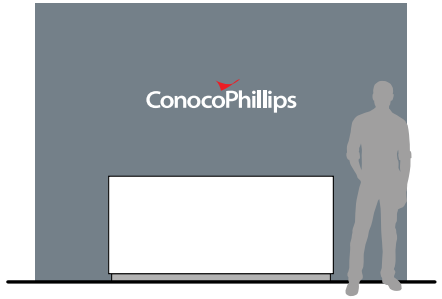
# LOGO COLORS & MATERIALS

The primary installation of the logo should be the black-and-red version against light backgrounds. Additionally, the white-and-red version of the logo against a dark background is acceptable. Logos rendered in architectural materials should be considered on a case-by-case basis (stainless steel, aluminum, embossed natural materials, etc.).

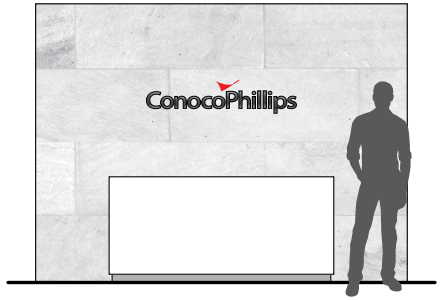
## PREFERRED: TWO-COLOR POSITIVE



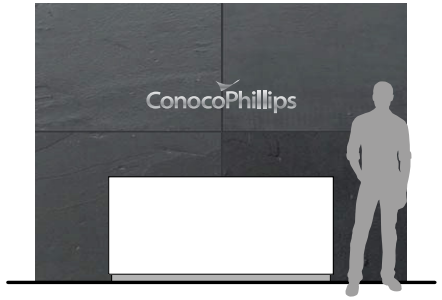

## PREFERRED: TWO-COLOR REVERSE




## ALTERNATE: ARCHITECTURAL MATERIALS TWO-COLOR



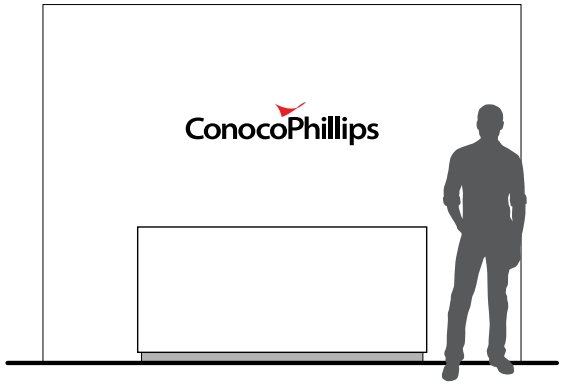

## ALTERNATE: ARCHITECTURAL MATERIALS ONE-COLOR



# LOGO COLORS & MATERIALS

**Preferred: Two-color positive**
The preferred logo colors are PMS 485 Red for the mark and black for the ConocoPhillips logotype. This color treatment should be used whenever possible. For the best visibility, this treatment should be mounted against a light-colored background.

## PREFERRED: TWO-COLOR POSITIVE

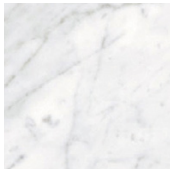



## POSSIBLE BACKGROUND MATERIAL EXAMPLES


Gypsum painted white

Back-painted glass

Frosted glass


Light marble

Light travertine

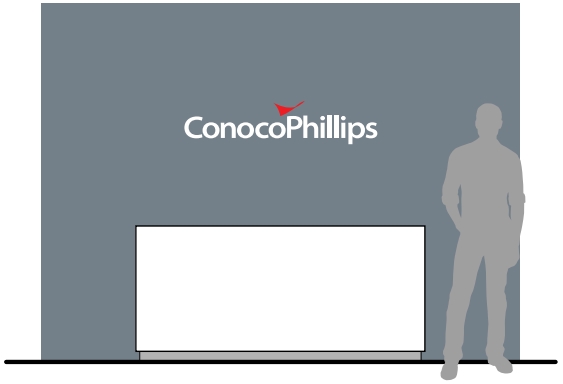

Light manufactured stone

**Note:**
**Background materials are not confined to this list. Approved alternatives are acceptable.**

# LOGO COLORS & MATERIALS

**Preferred: Two-color reverse**
For visibility, a two-color reverse logo may be used on dark-colored backgrounds or materials. This version is produced using the mark in PMS 485 Red and the ConocoPhillips logotype in white.

## PREFERRED: TWO-COLOR REVERSE

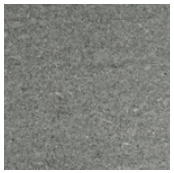



## POSSIBLE BACKGROUND MATERIAL EXAMPLES

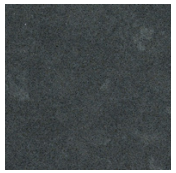
Gypsum painted gray

Slate tile

Dark wood


Basaltina

Polished concrete


Dark manufactured stone

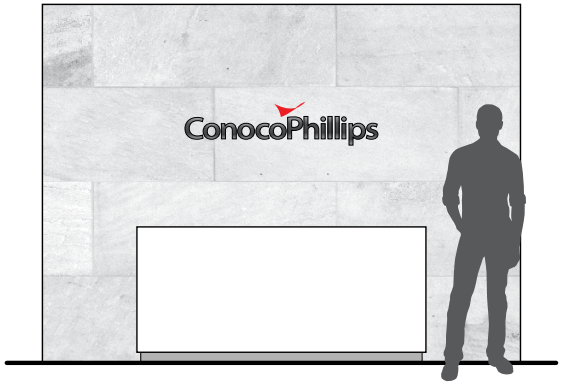
**Note:**
**Background materials are not confined to this list. Approved alternatives are acceptable.**

# LOGO COLORS & MATERIALS

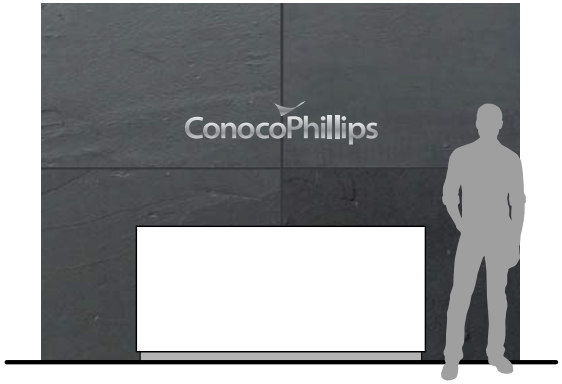
**Alternate: Architectural materials with one-color or two-color logo**

A logo reproduced with architectural materials should only be implemented in specialized situations. When this version of the logo is used, either the mark remains red and the logotype is rendered in a material, or both the logotype and the mark are rendered in the same material. Always consider visibility when choosing the logo materials. Applications and materials should be reviewed on a case-by-case basis.

## ALTERNATE: ARCHITECTURAL MATERIALS TWO-COLOR




## ALTERNATE: ARCHITECTURAL MATERIALS ONE-COLOR

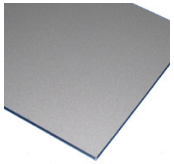


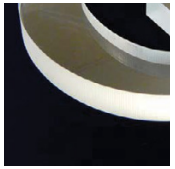

## POSSIBLE LOGO MATERIAL EXAMPLES

Brushed metal

Blackened steel

Glass


Aluminum composite material


Acrylic

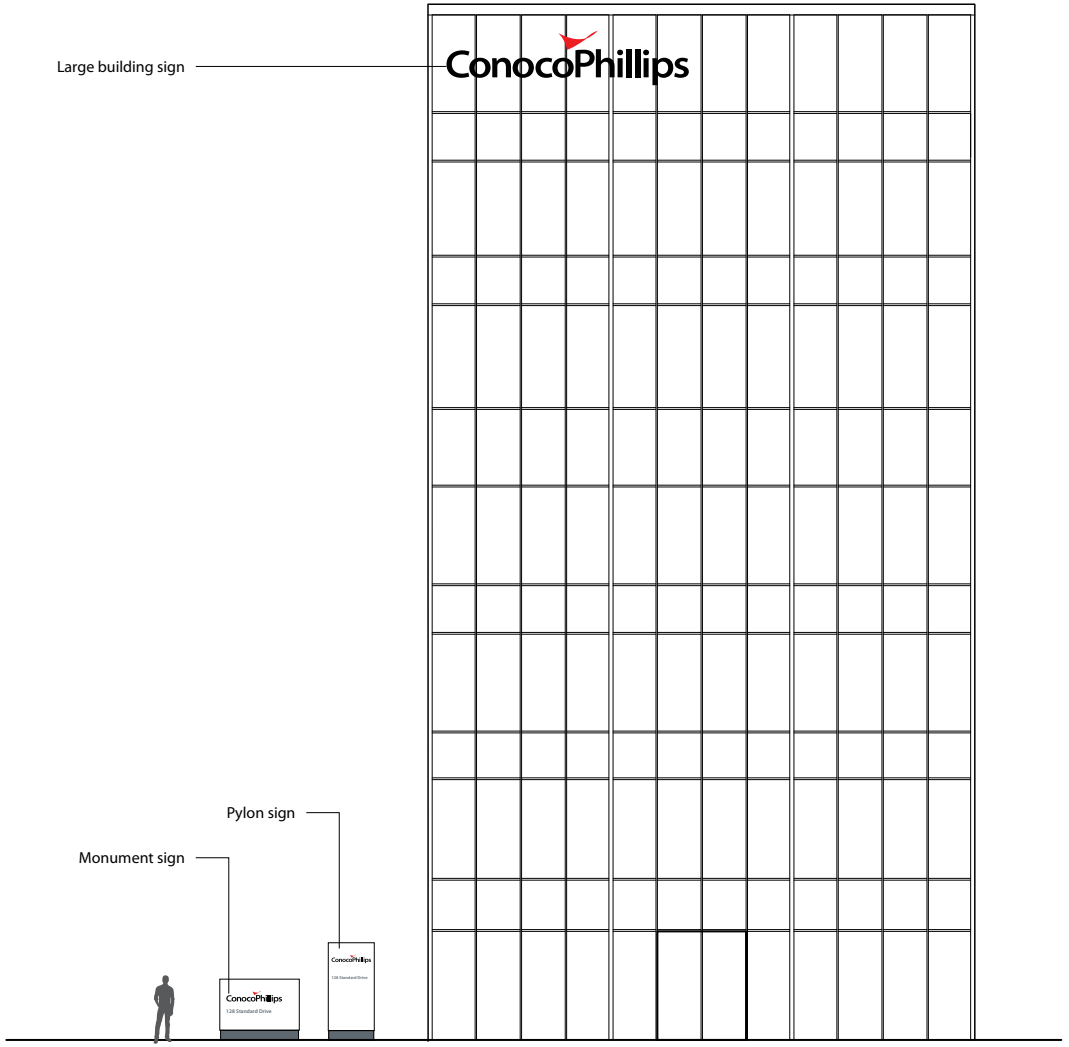
**Note:**

**Logo materials are not confined to this list. Approved alternatives are acceptable.**

# LOGO EXTERIOR APPLICATIONS

Although not required, the logo can be used for high-level building identification in multiple formats. These formats include, but are not limited to, signs attached to the building, freestanding monument or pylon signs and wayfinding signs. Visibility and other site conditions should be considered for proper placement and construction of all signage.

## BUILDING APPLICATION



# EXTERIOR BUILDING APPLICATIONS

The logo colors should be chosen with visibility in mind, especially for large-format signage. Additionally, for building signage the logo should fit within the existing architectural context. This prevents the sign from detracting from the overall building aesthetic.

### Large-scale logo illumination

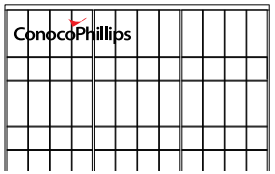
The logo should always be clearly illuminated. The logo can be backlit or externally illuminated.

Note:
To obtain files for the logo, brand colors, font or other materials, please log on to the Brand Center at *copbrandcenter.com*.

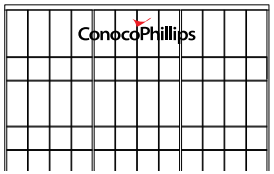
## EXTERIOR BUILDING APPLICATION

Logo can be aligned to facade elements
ConocoPhillips
In an abundance of horizontal clear space, the logo can extend closer to the vertical boundary than is typically permitted.
Logo should be backlit or externally illuminated.

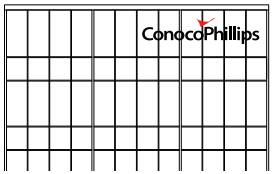
## EXTERIOR BUILDING MOUNTING LOCATIONS




CORNER APPLICATION
LEFT-JUSTIFIED




CENTERED




CORNER APPLICATION
RIGHT-JUSTIFIED

**Note:**

**"X" is equal to the height of the lowercase "h" in our logo, and our minimum clear space for signage is one-quarter of the height of X. However, this minimum is increased to one-half the height of X when the logo is in a corner application. For full placement information, please refer to previous pages in this guide.**

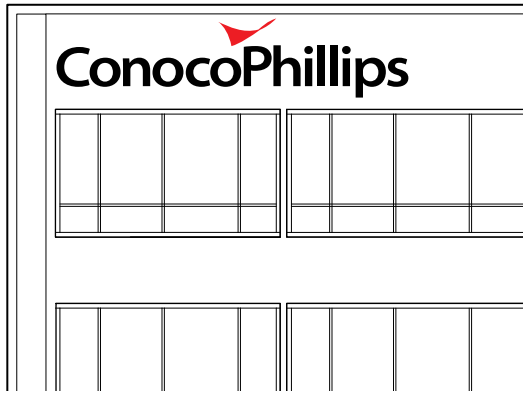
# EXTERIOR BUILDING SIGN COLORS

The color principles for exterior building signage follow the same guidelines as the interior. The primary installation of the logo should apply the black-and-red version against light backgrounds. Additionally, the white-and-red version of the logo against a dark background is also acceptable. Logos or signage rendered in architectural materials should be considered on a case-by-case basis.

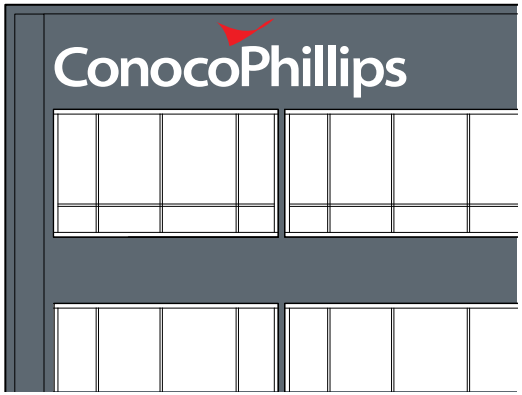
Possible logo color combinations:

- Preferred: Two-color positive
- Preferred: Two-color reverse
- Alternate: Architectural materials two-color
- Alternate: Architectural materials one-color

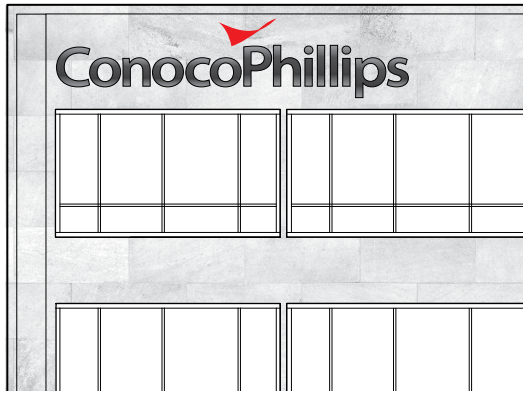
**PREFERRED: TWO-COLOR POSITIVE**



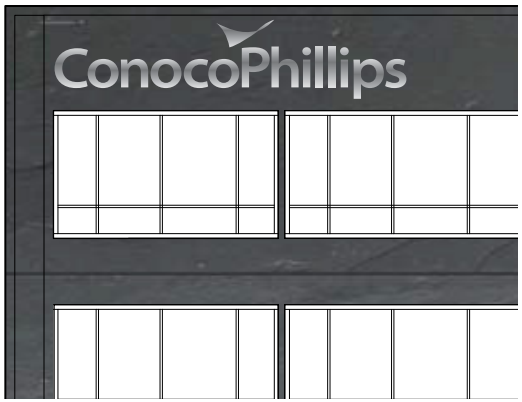

**PREFERRED: TWO-COLOR REVERSE**




**ALTERNATE: ARCHITECTURAL MATERIALS TWO-COLOR**




**ALTERNATE: ARCHITECTURAL MATERIALS ONE-COLOR**



# EXTERIOR BUILDING SIGN DESCRIPTORS

There is special guidance for signage describing specific ConocoPhillips business and operating units and assets.

Descriptor lines can be added to the ConocoPhillips corporate logo to specify a business unit name, product or location. Company descriptors can be translated to foreign languages as needed. **Please see page 21 of the visual system guidelines for further guidance on these types of logos.**

**Primary colors**
ConocoPhillips signage should apply the primary brand colors whenever possible (red, black, white and gray). Further guidance on color and material can be found on the following pages.

**Iconography**
An optional icon that indicates local identity is permitted for signage. All business unit and regional logo requests must receive approval from the Manager of Brand and Community Programs, and Legal. Email creativeservices@conocophillips.com to begin the review process.

Note:
To obtain files for the logo, brand colors, font or other materials, please log on to the Brand Center at *copbrandcenter.com*.

Please contact creative services at creativeservices@conocophillips.com to have a descriptor logo created for your sign need.

The maximum line length for the descriptor line is measured from the left edge of the "N" in ConocoPhillips to the right edge of the "S" in ConocoPhillips. Place the second descriptor line flush left with the first line if more than one line is needed in the descriptor.

The descriptor typeface is set in Myriad Pro Regular.

**The "i"** height is used to determine baseline for the descriptor. Simply place the **"i"** as shown here. Set the descriptor in Myriad Pro Regular.

Flush the first line of the descriptor with the right edge of the logo.

Use the width of the same letter **"i"** to determine the distance between the lowercase "P" descender and the capital letters of the descriptor. This will determine type size.

The leading is the same size as the type itself.

Refer to page 37 of the Brand Guidelines for icon size and placement.

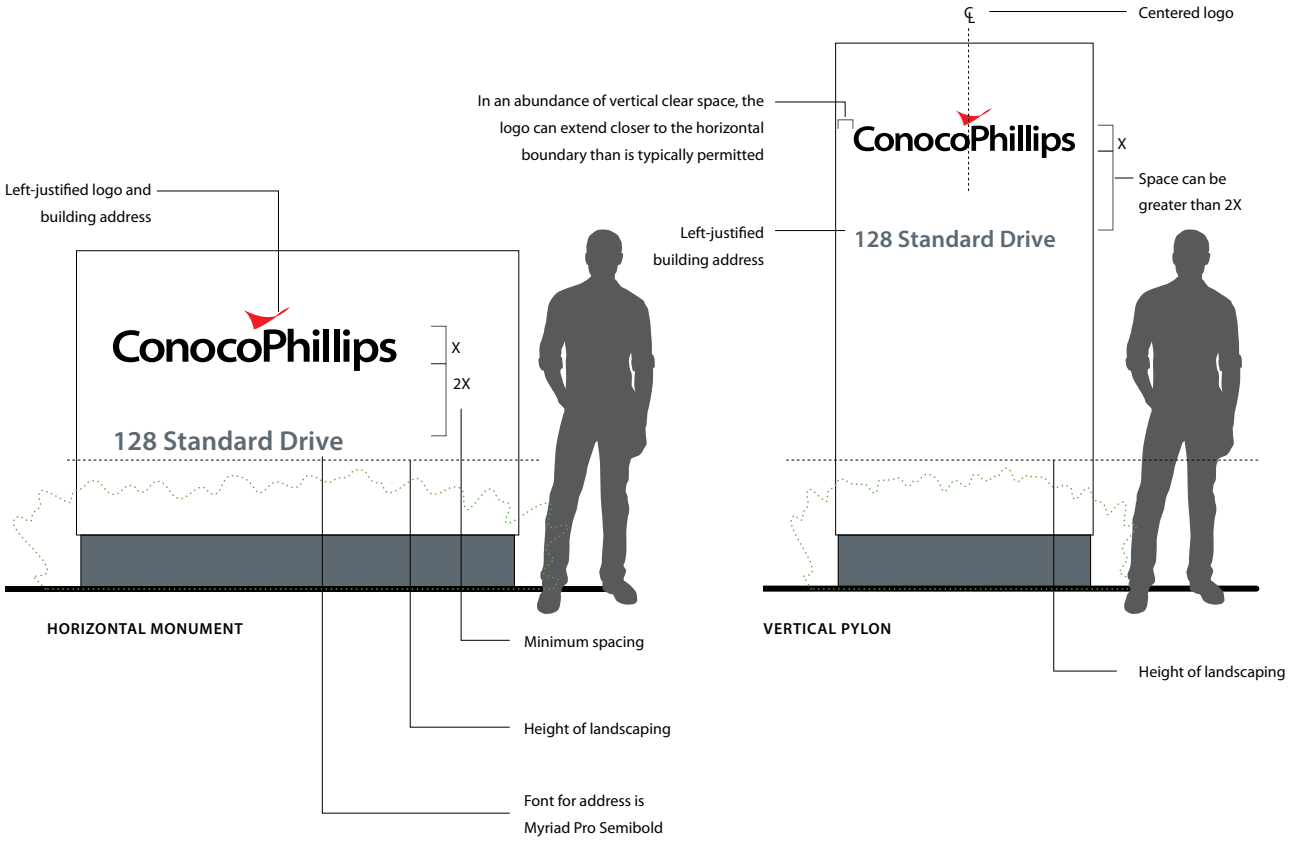
# FREESTANDING SIGNS

**Monument and pylon signs**
Freestanding signs can be horizontal (monument) or vertical (pylon). Graphic rules for color, clear space and proportionality apply. For horizontal monument signs, the logo and any additional information should be mounted above any existing and future landscaping. All freestanding signage should be illuminated for high visibility at night. This illumination can come from external ground lighting or from backlit letters. An approved combination of lighting methods is also acceptable.

Where applicable, the building address should be incorporated into freestanding signage. The font type, size and color should conform to our graphic guidelines. The building address should never appear to be "locked up" with the logo.

Note:
To obtain files for the logo, brand colors, font or other materials, please log on to the Brand Center at *copbrandcenter.com*.

## FREESTANDING SIGN FORMATS




**Note:**
**"X" is equal to the height of the lowercase "h" in our logo, and our minimum clear space for signage is one-quarter of the height of X. However, this minimum is increased to one-half the height of X when the logo is in a corner application. For full placement information, please refer to previous pages in this guide.**

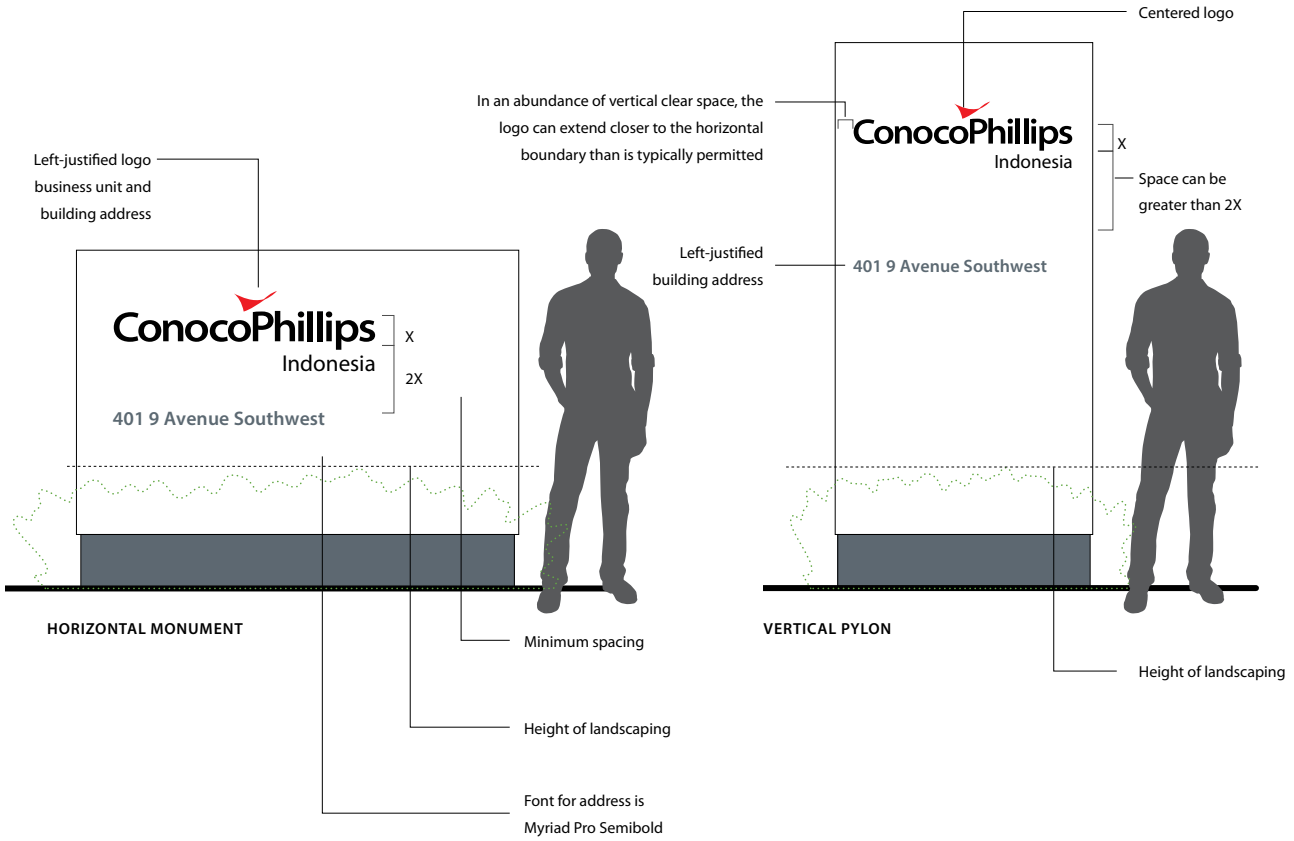
# FREESTANDING SIGNS

**Monument and pylon signs with business and operating units and assets**

Where applicable, business and operating unit typography and iconography should be incorporated into freestanding signage. The font type, size and color should conform to our graphic guidelines on brand architecture. Exceptions can be made due to potential visibility issues. These exceptions should be reviewed on a case-by-case basis.

Note:
To obtain files for the logo, brand colors, font or other materials, please log on to the Brand Center at *copbrandcenter.com*.

## FREESTANDING SIGN FORMATS: BUSINESS AND OPERATING UNITS AND ASSETS




**Note:**

**"X" is equal to the height of the lowercase "h" in our logo, and our minimum clear space for signage is one-quarter of the height of X. However, this minimum is increased to one-half the height of X when the logo is in a corner application. For full placement information, please refer to previous pages in this guide.**

# FREESTANDING SIGN COLORS

The color principles for exterior freestanding signage follow the same guidelines as all other signs. The primary installation of the logo should be the black-and-red version against light backgrounds. Additionally, the white-and-red version of the logo against a dark background is also acceptable. Logos or signage rendered in architectural materials should be considered on a case-by-case basis. Logos can be backlit or externally illuminated.

PREFERRED: TWO-COLOR POSITIVE

PREFERRED: TWO-COLOR REVERSE

ALTERNATE: ARCHITECTURAL MATERIALS

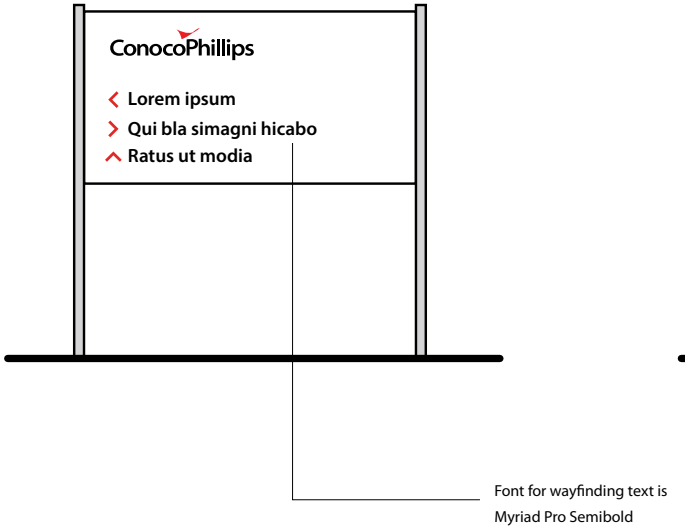
# FREESTANDING SIGN WAYFINDING

### Wayfinding signage

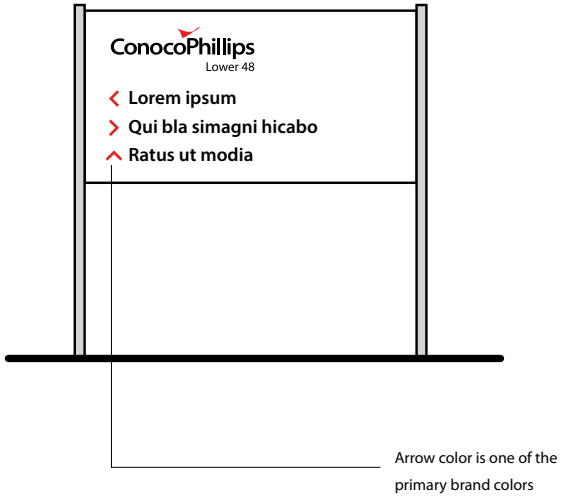
The logo can be incorporated into exterior wayfinding signage. The colors, graphics and fonts used should conform to graphic standards. The text for wayfinding signage should be left-justified for ease of reading.

Note:
To obtain files for the logo, brand colors, font or other materials, please log on to the Brand Center at *copbrandcenter.com*.

TYPICAL WAYFINDING SIGN




WAYFINDING SIGN: BUSINESS AND OPERATING UNITS AND ASSETS




PRIMARY COLORS

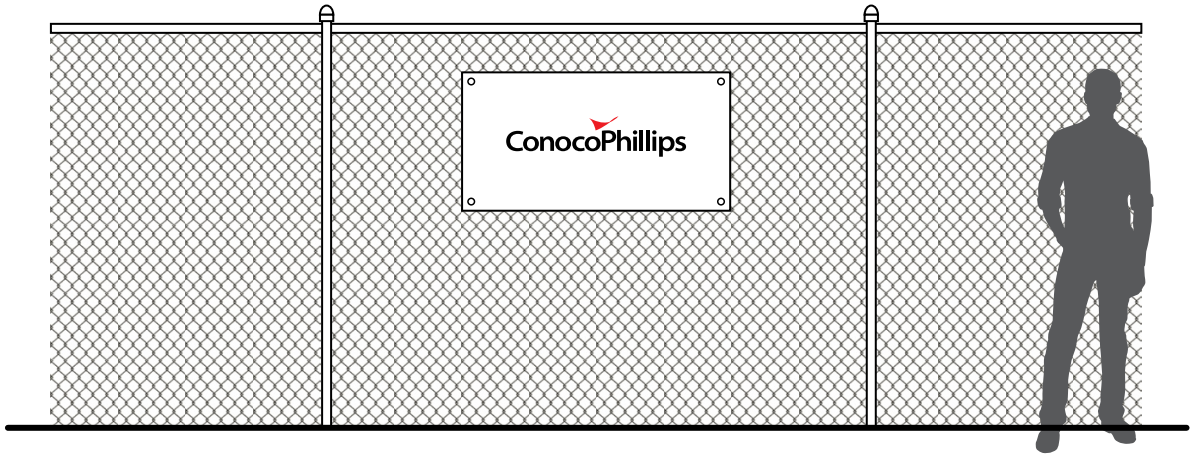
| ConocoPhillips Red<br>PANTONE 485 | White<br>- | Dark Gray<br>PANTONE 431 | Black<br>- |
|---|---|---|---|

# MISCELLANEOUS SIGNAGE APPLICATIONS

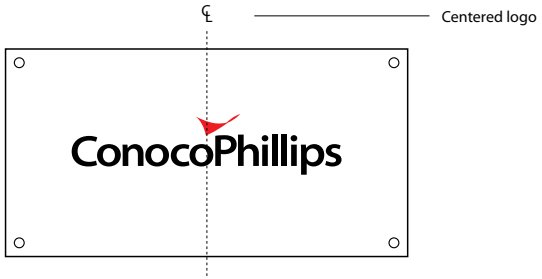
When applicable, the ConocoPhillips logo can be applied at field worksites and any work areas surrounded by fencing. The sign material can be a metal sheet, or for temporary locations, an industrial-grade vinyl. The proportion should be similar to the monument sign and the logo should always be surrounded by the minimum amount of clear space.

Note:
To obtain files for the logo, brand colors, font or other materials, please log on to the Brand Center at *copbrandcenter.com*.

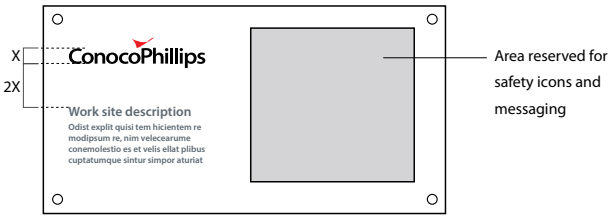
## TYPICAL WORKSITE APPLICATION




## DETAIL LOGO PLACEMENT




## DETAIL WITH SAFETY MESSAGE


X
2X
ConocoPhillips
Work site description
Odist explit quisi tem hicientem re modipsum re, nim velecearume conemolestio es et velis ellat plibus cuptatumque sintur simpor aturiat
Area reserved for safety icons and messaging

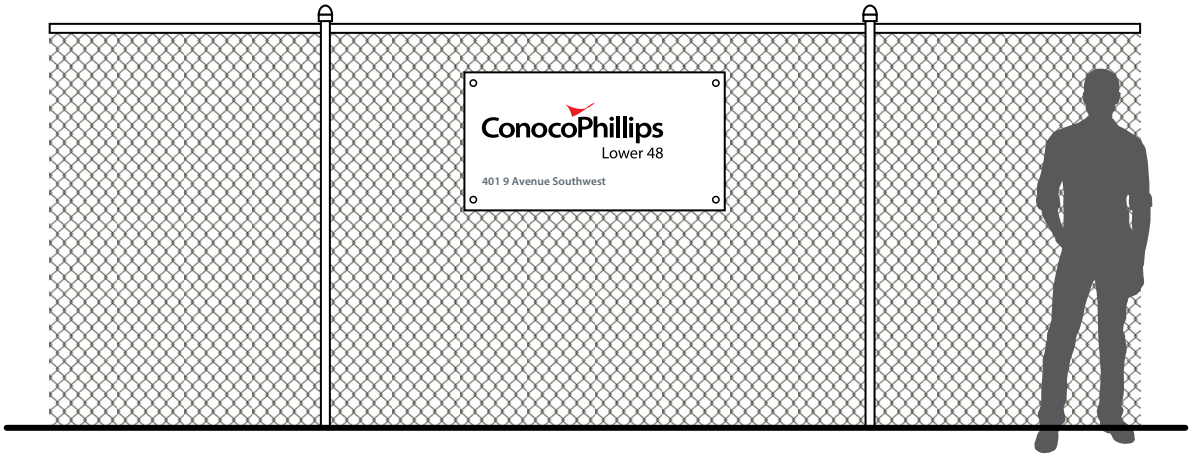
**Note:**
**The font for secondary text on signage is Myriad Pro Regular.**

# MISCELLANEOUS SIGNAGE APPLICATIONS

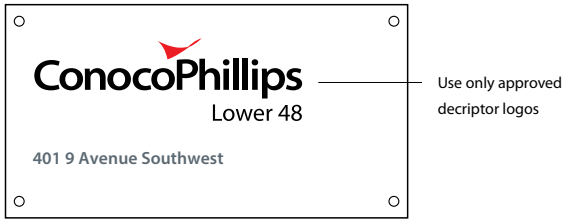
When business and operating units and assets are included in signage, the placement should conform to the brand architecture guideline. Exceptions can be made for potential visibility issues. Any alternates should be reviewed on a case-by-case basis.

Note:
To obtain files for the logo, brand colors, font or other materials, please log on to the Brand Center at *copbrandcenter.com*.

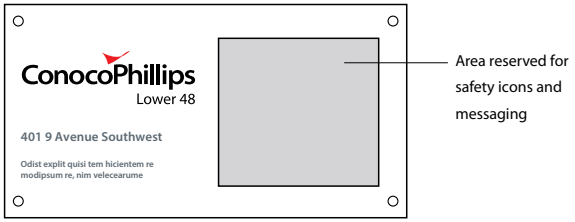
## WORKSITE APPLICATION: BUSINESS AND OPERATING UNITS AND ASSETS




## DETAIL WITH BUSINESS UNIT




## DETAIL WITH BUSINESS UNIT AND SAFETY MESSAGE


ConocoPhillips
Lower 48
401 9 Avenue Southwest
Odist explit quisi tem hicientem re modipsum re, nim velecearume
Area reserved for safety icons and messaging

**Note:**
**The font for secondary text on signage is Myriad Pro Regular.**

# 04 Color

Note: Applications are for demonstrative purposes only, and all text and images are intended to be representative placeholders.

Note: To obtain files for the logo, brand colors, font or other materials, please log on to the Brand Center at *copbrandcenter.com*.

# COLOR USE

The primary brand color, ConocoPhillips Red (PMS 485), should only be used to create focus and attention on important or exceptional building elements. ConocoPhillips Red should be used thoughtfully and never in an overwhelming, dominant or purely functional application.

Secondary and tertiary colors can be used to create visual interest or for navigation and orientation. However, they should not be used as dominant colors in any space.

Neutral tones and natural materials should be the predominant colors used in all workplace environments and for functional elements. The overuse of primary and secondary brand colors can overwhelm the space.

Note:
To obtain files for the logo, brand colors, font or other materials, please log on to the Brand Center at *copbrandcenter.com*.

## BRAND COLORS

### PRIMARY

| ConocoPhillips Red<br>PANTONE 485 | White<br>- | Dark Gray<br>PANTONE 431 | Black<br>- |
|---|---|---|---|

### SECONDARY

| Dark Red<br>PANTONE 2350 | Orange<br>PANTONE 158 | Yellow<br>PANTONE 7548 |
|---|---|---|

### TERTIARY

| Blue<br>PANTONE 3005 | Green<br>PANTONE 369 |
|---|---|

**NOTE:** Tint usage is limited to the specific percentages shown. For more information on colors, please refer to the visual system guidelines.

## EXAMPLE NEUTRAL COLORS AND MATERIALS

Warm gray | Light taupe | Neutral white | Beige natural stone | Natural wood | Light travertine

**Note:**
**Architectural materials are not confined to this list. Approved alternatives are acceptable.**

# COLOR CONVERSIONS

ConocoPhillips brand colors can be converted from PANTONE to Benjamin Moore and RAL colors. The colors used should remain as true to the standard as possible.

Note:
To obtain files for the logo, brand colors, font or other materials, please log on to the Brand Center at *copbrandcenter.com*.

## BRAND COLORS: PANTONE

| ConocoPhillips Red<br>PANTONE 485 | White<br>- | Dark Gray<br>PANTONE 431 | Black<br>- |
|---|---|---|---|

| Dark Red<br>PANTONE 2350 | Orange<br>PANTONE 158 | Yellow<br>PANTONE 7548 | Blue<br>PANTONE 3005 | Green<br>PANTONE 369 |
|---|---|---|---|---|

## BRAND COLORS: BENJAMIN MOORE

| ConocoPhillips Red<br>Orange 2011-10 | White<br>Chantilly Lace 2121-70 | Dark Gray<br>Anchor Gray 2126-10 | Black<br>Jet Black 2120-10 |
|---|---|---|---|

| Dark Red<br>Shy Cherry 2007-20 | Orange<br>Startling Orange<br>2016-10 | Yellow<br>Sunsine 2021-30 | Blue<br>Utah Sky 2056-40 | Green<br>Apple Lime Cocktail 420 |
|---|---|---|---|---|

## BRAND COLORS: RAL

| ConocoPhillips Red<br>RAL 3028 | White<br>RAL 9003 | Dark Gray<br>RAL 240 40 05 | Black<br>RAL 9005 |
|---|---|---|---|

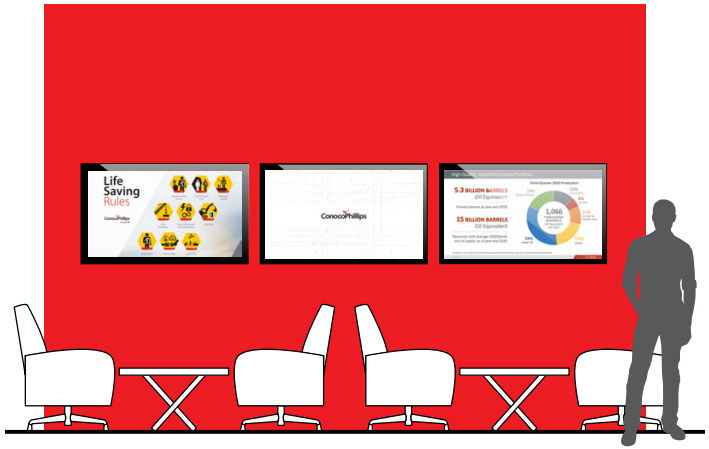
| Dark Red<br>RAL 3000 | Orange<br>RAL 050 60 70 | Yellow<br>RAL 080 80 90 | Blue<br>RAL 5015 | Green<br>RAL 120 60 60z |
|---|---|---|---|---|

# PRIMARY BRAND COLOR APPLICATIONS

**Highlighting important interior elements**
A wall highlighted in ConocoPhillips Red is a powerful backdrop for important brand areas like collaborative spaces, break areas or lobbies. Additionally, furniture can be rendered in our ConocoPhillips Red. This furniture application is limited to approved interior areas like breakrooms.

## INTERIOR COLOR APPLICATION EXAMPLES

FRAME AROUND ENTRY DOORS




HIGHLIGHT BRAND MOMENT
(E.G., BRAND COMMUNICATIONS AND STORYTELLING)

FURNITURE IN IMPORTANT SPACES
(E.G., BREAKROOM)

# PRIMARY BRAND COLOR APPLICATIONS

**Misuse of primary brand colors**
In order not to minimize the impact of our ConocoPhillips Red color, it should never be used for purely utilitarian purposes. This is especially true for functional finishes, furniture and equipment. Examples of misuse of the primary brand color are on this page.

FUNCTIONAL FINISHES
(E.G., BATHROOM COUNTERS)

TYPICAL OFFICE FURNITURE
(E.G., DESK CHAIR)

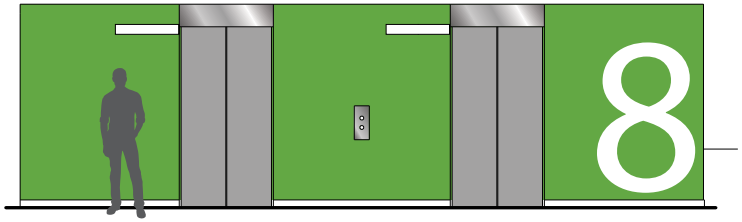
FUNCTIONAL EQUIPMENT
(E.G., GARBAGE CANS)

# SECONDARY BRAND COLOR APPLICATIONS

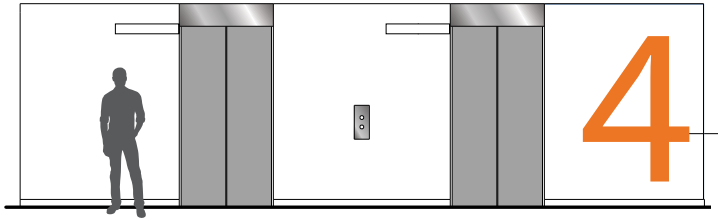
**Wayfinding and orientation**
Secondary and tertiary brand colors should be used for general wayfinding. Primary brand colors should be reserved for wayfinding in main entry sequences.

The applications on this page outline three possible color treatments for a typical elevator lobby. The use of large color blocks and "super-graphic" floor numbers immediately orient the visitor and create a lasting memory of the space. These powerful applications make wayfinding easier for all visitors.

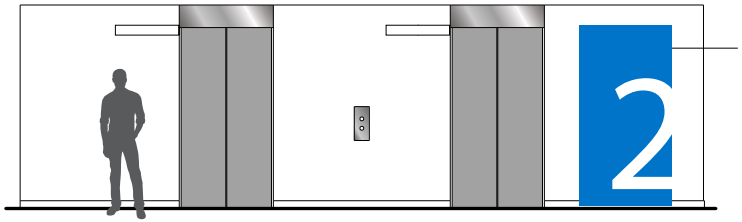
## ELEVATOR LOBBY EXAMPLES




SOLID-COLOR WALL WITH REVERSE FLOOR NUMBER




NEUTRAL WALL WITH FLOOR NUMBER APPLIED




PAINTED STRIP OR SIGNAGE ELEMENT

# 05 Pattern

Note: Applications are for demonstrative purposes only, and all text and images are intended to be representative placeholders.

Note: To obtain files for the logo, brand colors, font or other materials, please log on to the Brand Center at *copbrandcenter.com*.

# PATTERN USE

Brand patterns derived from geological or geophysical symbols can be used to create distinctive environments and innovative storytelling moments. Surfaces can be rendered in 3D versions of these brand patterns for even greater effect.

Pattern can also be utilized as an orientation tool in circulation spaces or as a focal point. It can even be used as a privacy screen on conference room glass.

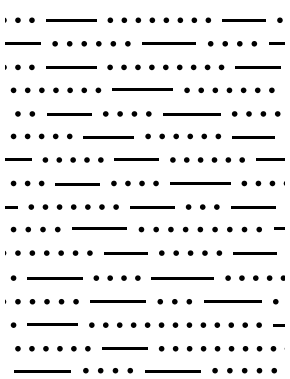
Note:
In no circumstance should the mark be used to create a graphic pattern. Per the visual standards, the mark can only be used in its original form with the logotype and the logo itself should be used judiciously to identify company buildings, locations, main entrances, etc.

Note:
To obtain files for the logo, brand colors, font or other materials, please log on to the Brand Center at *copbrandcenter.com*.

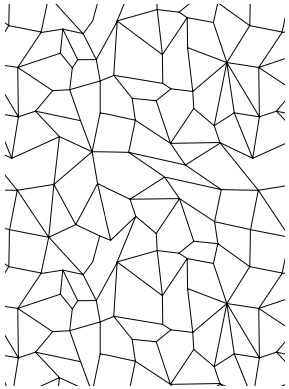


## PATTERN SWATCHES

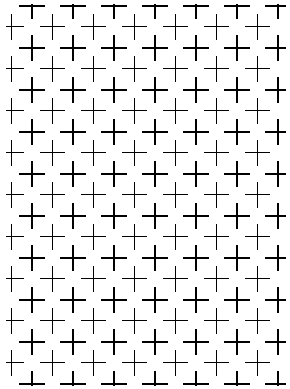
101



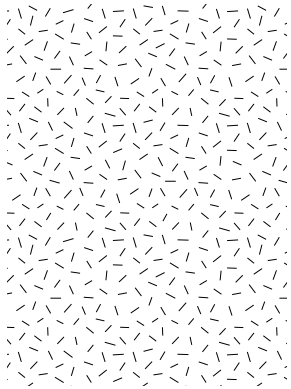
102



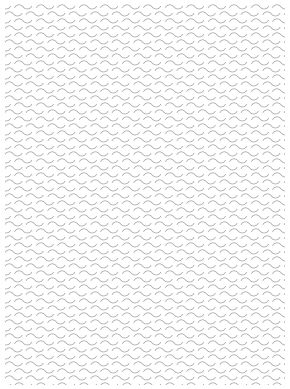
103



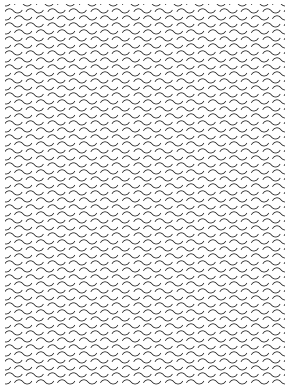
104



105

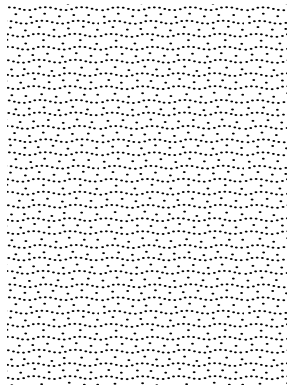


106



107

108



**Note:**

**Architectural patterns are not confined to this list. Approved alternatives are acceptable.**

TABLE OF CONTENTS

# PATTERN COLOR

Brand patterns can be rendered in primary, secondary and tertiary brand colors. Color combinations should be reviewed and approved before implementation.

In all instances of usage, the patterns should have a sense of subtlety and should function to support and highlight primary messages. Contrast of patterns to backgrounds should be low, so contrasting typography can still be read clearly when overlaid.

Note:
To obtain files for the logo, brand colors, font or other materials, please log on to the Brand Center at *copbrandcenter.com*.

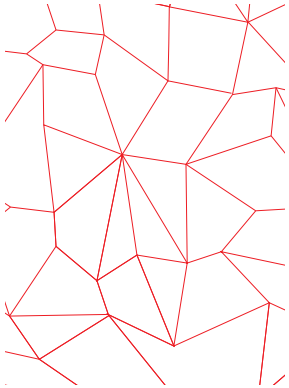
## BRAND COLORS: PANTONE

| ConocoPhillips Red<br>PANTONE 485 | White<br>- | Dark Gray<br>PANTONE 431 | Black<br>- |
|---|---|---|---|

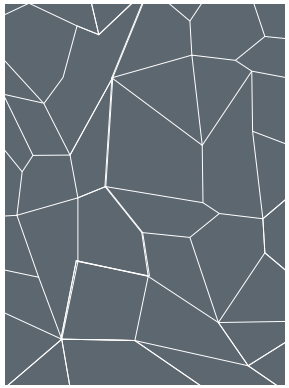
| Dark Red<br>PANTONE 2350 | Orange<br>PANTONE 158 | Yellow<br>PANTONE 7548 | Blue<br>PANTONE 3005 | Green<br>PANTONE 369 |
|---|---|---|---|---|

## PATTERN SWATCHES

102



102



102



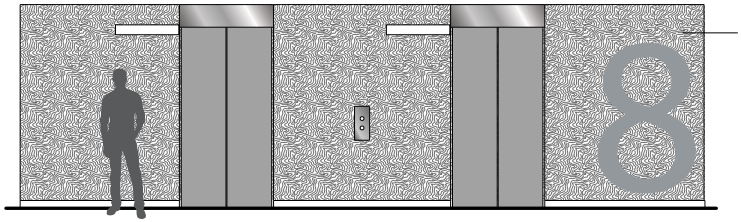
102

Note:
**Color combinations are not confined to this list. Approved alternatives are acceptable.**

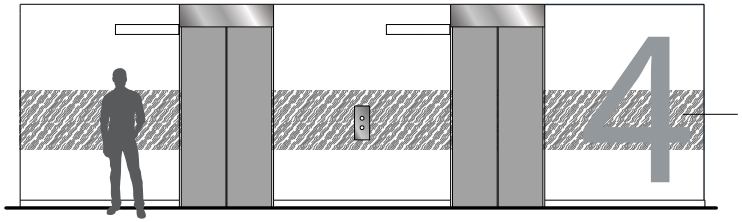
# PATTERN APPLICATIONS

**Orientation tool**
Pattern applied in circulation spaces can act as a powerful orientation tool. The examples on this page represent possible applications in a typical elevator lobby space.

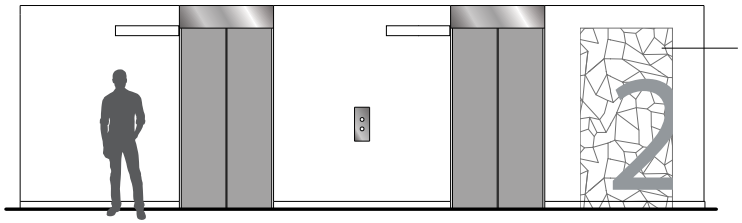





PATTERN COVERS WALL (PATTERN #105)




PATTERN AS A BAND (PATTERN #107)

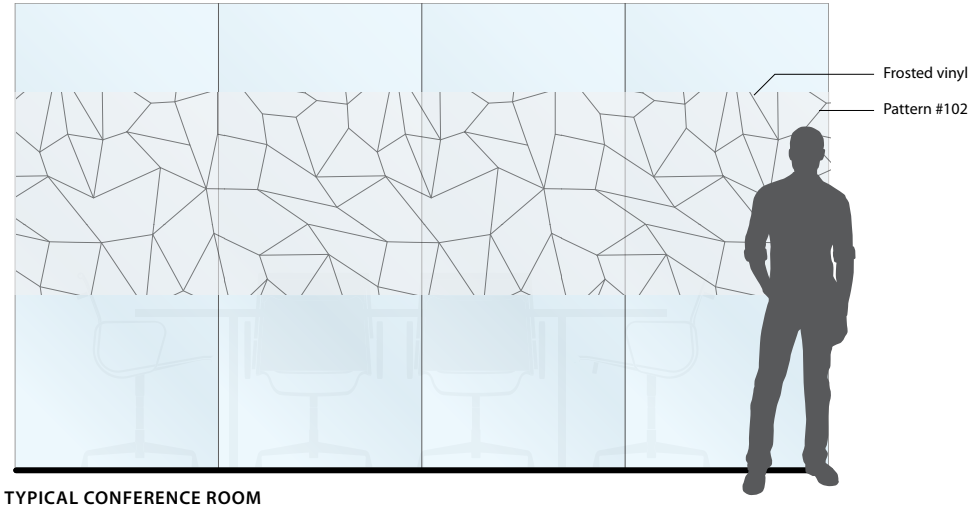



PATTERN AS APPLIED STRIP OR PANEL ELEMENT (PATTERN #102)

# PATTERN APPLICATIONS

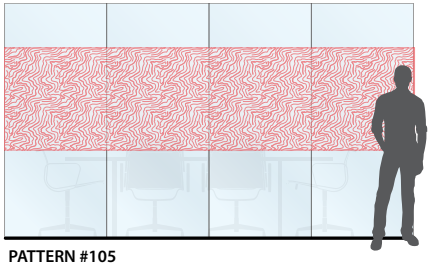
**Privacy band**
A patterned band on conference room glass fills a dual purpose of privacy and wayfinding. The band can be implemented using any of the approved brand patterns and colors. The material for this band can be a removable film or other applied graphic. To prevent distraction, care should be taken when choosing pattern and color.

## PRIVACY BAND EXAMPLE

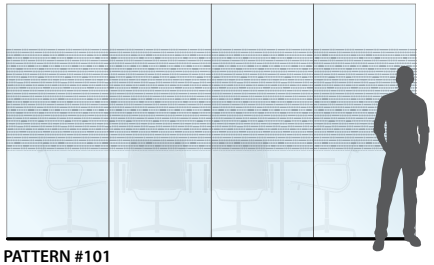



TYPICAL CONFERENCE ROOM

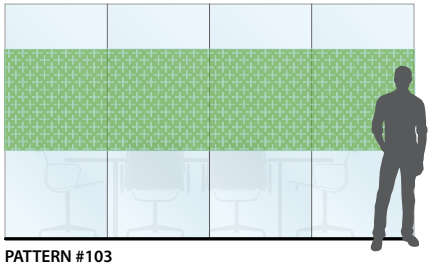
## ALTERNATE PATTERN AND COLOR EXAMPLES



PATTERN #105



PATTERN #101



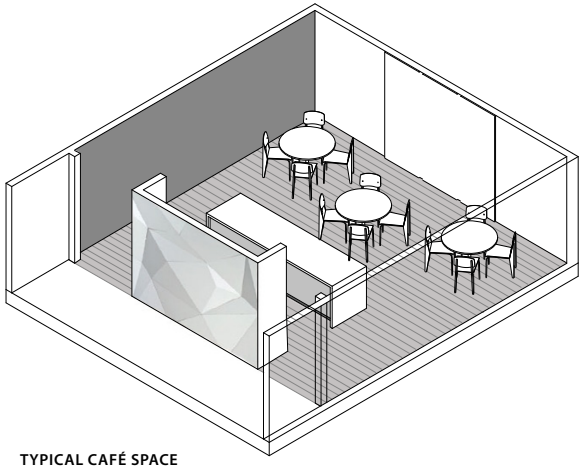
PATTERN #103

# PATTERN APPLICATIONS

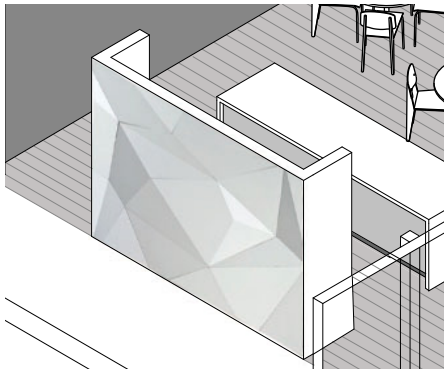
**3D Patterns**
Patterns can be rendered in architectural materials to create a multidimensional brand moment. These 3D patterns should be implemented as focal points in public space or as a brand wall at building entries.

Note:
In no circumstance should the mark be used to create a graphic pattern. Per the visual standards, the mark can only be used in its original form with the logotype and the logo itself should be used judiciously to identify company buildings, locations, main entrances, etc.

## 3D PATTERN EXAMPLE



TYPICAL CAFÉ SPACE



PATTERN WALL DETAIL

## POSSIBLE MATERIAL OPTIONS

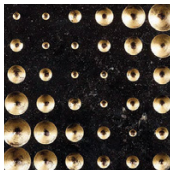
Paint or wall covering

Dimensional tile

Faceted metal panels

Folded materials

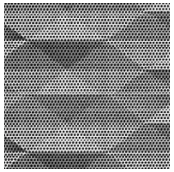
Textured concrete



Embossed or inset patterns

Wood slat

Carved wood



Perforated metal

**Note:**
**Pattern materials are not confined to this list. Approved alternatives are acceptable.**

# 06 Graphics and Imagery

Note: Applications are for demonstrative purposes only, and all text and images are intended to be representative placeholders.

Note: To obtain files for the logo, brand colors, font or other materials, please log on to the Brand Center at *copbrandcenter.com*.

# IMAGERY USE

Imagery expresses the story of our brand, reflecting our industry, people and expertise. We seek clear and confident compositions that don't feel overproduced. Imagery should support our brand by demonstrating our determination, accountability to stakeholders, communities and each other.

For full detailed guidance on imagery, please refer to the visual system guidelines.

Note:
It is imperative that high-resolution, ConocoPhillips-owned images are selected for use throughout our facilities. This is especially the case for large format eye level imagery. A general rule of thumb is that the photo should be able to print at a minimum of 150 DPI at size for large-scale printing. Creative Services can review your project need and help advise to ensure a high-quality print.

Our images are sorted into two main subject categories:
people and operations.

Images must comply with ConocoPhillips Health, Safety and Environment (HSE) standards. Please refer to the image library to download branded images:
*copmedialibrary.photoshelter.com*

**People**

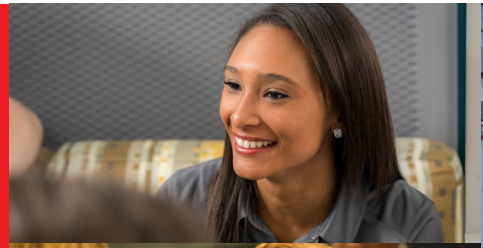
People represent the diversity of our workforce and the contributions they make every day. People should be depicted in a positive manner, either actively engaged in an interaction, or looking directly into the camera.

**Operations**

Our operations represent the innovative nature of our organization, and how we help to meet the world's energy needs. We use a combination of interior and exterior photography. Facility images should utilize wide angles and dynamic compositions.

**Color imagery**

We strive for a sense of warmth, with qualities that feel natural and candid. We avoid color images that are overly loud or complex. Color imagery should always be current and contemporary in appearance. Where possible, we strive to include the colors in our secondary and tertiary palette to complement our visual system.



# GRAPHICS USE

**Arrows**
Arrows suggest the forward momentum of our organization and add additional texture and interest to our visual communications.

Arrows can be solid color or filled with pattern. When filling an arrow with a pattern, make sure the pattern is fine enough to delineate the edges of the arrow clearly.

**Iconography**
Iconography is a tool to help our audiences navigate our communications. Icons act like signposts, providing visual context and informing readers that they should take note. Icons should not be used as large hero imagery within compositions.

**Brackets**
Throughout our system, a useful, functional graphic device is the bracket. It conveys a sense of organization and precision throughout our communications.

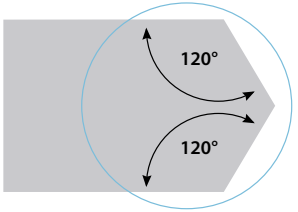
For full detailed guidance on icons, arrows and brackets, please refer to the visual system guidelines.

Note:
To obtain files for the logo, brand colors, font or other materials, please log on to the Brand Center at *copbrandcenter.com*.

## ARROWS

**COMPOSITION 1**
A complete arrowhead can be shown as bleeding off the edges of compositions or floating within.

**COMPOSITION 2**
It is also permissible to zoom in to one angled side of the arrow within compositions.




**What's our angle?**
Arrows are drawn with 120° angles.

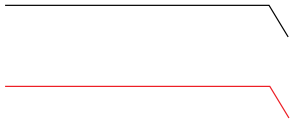
## ICONOGRAPHY

**FUNCTIONAL AND DESCRIPTIVE ICONS**

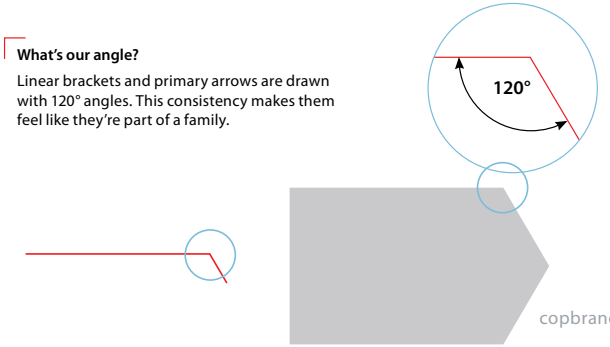
**Note:**
**For a full list of icons and approved colors, refer to the brand visual system guidelines.**

## BRACKETS

**Linear angles**



**What's our angle?**
Linear brackets and primary arrows are drawn with 120° angles. This consistency makes them feel like they're part of a family.



# GRAPHICS AND IMAGERY APPLICATIONS

Photos and graphic imagery can be represented in the workplace in a wide range of formats. One of the most powerful formats is large, floor-to-ceiling media panels.

Graphics, text and supporting imagery should be paired together whenever possible. If multipanel systems are not possible, the graphics and text can be overlaid onto the image behind.

For further guidance concerning graphic layout and image selection, please refer to the visual system guideline.

**Important Note:** It is important to keep the workspace feeling cohesive and clutter-free. Refrain from printing fliers, posters or other physical signage that can disrupt the flow of the workspace. Primarily rely on digital communication vehicles to share information.

APPLICATION EXAMPLE

Team ConocoPhillips
RODEO RUN 2020
FEBRUARY 29
ConocoPhillips
100%
of registration fees for the ConocoPhillips Rodeo Run go toward the HOUSTON LIVESTOCK SHOW AND RODEO EDUCATIONAL FUND
9,100
RUNNERS
kicked off the Houston Livestock Show and Rodeo parade in 2019.
ConocoPhillips Rodeo Run
WE'RE PROUD TO SUPPORT A TEXAS TRADITION
33
YEARS STRONG
Since 1988, the Rodeo Run has raised nearly
$5
MILLION
for education
NEARLY 500 CONOCOPHILLIPS EMPLOYEES supported this great event as a runner or volunteer in 2019.
RODEO RUN
February
29

FLOOR-TO-CEILING MEDIA PANELS

# GRAPHICS AND IMAGERY APPLICATIONS

**Media panels**

Media panels are highly effective in conveying brand messaging. They should be prominently located in public and communal spaces. Media panels can display specific content based on the local business unit, community communications and, most importantly, global brand inspiration. The content should also be refreshed periodically to reflect current brand initiatives.

**Important Note:** It is important to keep the workspace feeling cohesive and clutter-free. Refrain from printing fliers, posters or other physical signage that can disrupt the flow of the workspace. Primarily rely on digital communication vehicles to share information.

MEDIA PANEL DETAIL

# CONTACTS

**These contacts are provided for questions regarding facilities signage, visuals and branding:**

Scott Stone, Director, Brand, Creative Services, Digital, Social and Research
Audrey Henderson, Account Manager, Creative Services

creativeservices@conocophillips.com